## State Of Rhode Island Highway Safety Annual Report

### FEDERAL FISCAL YEAR 2009











#### PREPARED FOR:

U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

DEVELOPED AND PRESENTED BY:

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# State of Rhode Island Highway Safety Annual Report Federal Fiscal Year 2009

prepared for

U.S. Department of Transportation National Highway Traffic Safety Administration

developed and presented by

Rhode Island Department of Transportation Office on Highway Safety Two Capitol Hill, Suite 106 Providence, Rhode Island 02903-1111

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# 1.0 Highway Safety in Rhode Island

### ■ 1.1 Introduction

The Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the primary agency responsible for implementing federally funded highway safety projects in Rhode Island. Improving highway safety is the major focus of OHS and RIDOT.

In 2008, crashes on Rhode Island's highways resulted in 65 deaths and 416 serious injuries.<sup>1</sup> Although these figures are significantly less than 2007 crash totals, the human and economic consequences of these crashes are still unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the mission of the OHS consists of two goals:

- 1. To reduce the number of fatalities and serious injuries on Rhode Island's roadways; and
- 2. To reduce the number of traffic crashes and the severity of their consequences.

In its *Highway Safety Plan for Federal Fiscal Year (FFY)* 2009, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data, isolated problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island *Highway Safety Annual Report* reviews the execution of that plan.

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<sup>&</sup>lt;sup>1</sup> 2007 was a transition year for accident data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008.

### ■ 1.2 Challenges

Nine program areas were focused on in the OHS' FFY 2009 Highway Safety Plan. These included:

- 1. **Impaired Driving -** The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- 2. **Occupant Protection -** The failure of vehicle occupants to use seat belts and appropriate child passenger safety (CPS) restraints.
- 3. **Speed -** The incidence of speed and related recklessness as a contributor to deaths and serious injuries on Rhode Island's roadways.
- 4. **Young Drivers -** The over-representation of young drivers in fatal and serious injury crashes.
- 5. **Motorcycles -** The safety of motorcyclists and their passengers on Rhode Island's roadways.
- 6. **Other Road Users -** The safety of pedestrians, bicyclists, and school bus passengers.
- 7. **Traffic Records -** The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
- 8. **Racial Profiling –** The development of a multifaceted program to assess if racial profiling exists and, if it does, the level and/or locations where it exists. Programs to address and improve community/police relations also are essential.
- 9. **Planning and Administration –** The planning, development, coordination, monitoring, and evaluation of highway safety projects.

The OHS established an ambitious set of goals to mitigate these problems in Rhode Island, as shown in Table 1.1.

Table 1.1 FFY 2009 Highway Safety Program Area Goals

Problem Area	FFY 2009 Goal
Impaired Driving	<ul> <li>Reduce the number of alcohol-impaired fatalities (Blood Alcohol Concentration (BAC) = .08+).</li> </ul>
	<ul> <li>Reduce the percentage of fatalities that are alcohol-impaired (BAC =.08+).</li> </ul>
Occupant Protection	Increase safety belt use rate.
Speed	<ul> <li>Reduce the role of speeding in highway fatalities.</li> </ul>
Young Drivers	<ul> <li>Reduce crash fatalities involving young drivers.</li> </ul>
	<ul> <li>Reduce crash injuries involving young drivers.</li> </ul>
Motorcycles	Reduce crashes and fatalities among motorcyclists and their passengers.
	<ul> <li>Enhance the Motorcycle Awareness Program to emphasize the dangers of impaired driving.</li> </ul>
	<ul> <li>Continue the Motorcycle Safety Coalition with strategic partners.</li> </ul>
Other Road Users	Reduce the number of fatalities among pedestrians.
	<ul> <li>Maintain the low number of fatalities among bicyclists.</li> </ul>
	<ul> <li>Maintain the low number of fatalities on school buses.</li> </ul>
Traffic Records	Expand and improve the databases on highway safety.
	<ul> <li>Improve data integration and coordination with highway safety stakeholders.</li> </ul>
	<ul> <li>Complete implementation and deployment of hardware, soft- ware, and training to support the electronic collection and transmission of traffic safety information (E-Citation, Crash form, and Race data collection).</li> </ul>
Racial Profiling	<ul> <li>Finalize installation of computers and printers in all law enforcement vehicles to collect traffic stop information.</li> </ul>
	<ul> <li>Have the Information Management Corporation (IMC) complete module change to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from police departments to a designated data collection entity.</li> </ul>
	<ul> <li>Begin work on developing independent software program that would allow all police departments to transmit required infor- mation regardless of their software service provider.</li> </ul>
	<ul> <li>Finalize Request for Proposal (RFP) process to contract with a college/university to collect, analyze, and distribute traffic stop data and to make programmatic recommendations.</li> </ul>

Table 1.1 FFY 2009 Highway Safety Program Area Goals (continued)

Problem Area	FFY 2009 Goal
Racial Profiling (continued)	Make at least one quarterly report on ethnicity of drivers and passengers involved in traffic stops available for public review.
•	Generate programs to enhance law enforcement and minority community involvement and communication to ensure collaborations on highway safety programs.
•	Implement a professional traffic stop training program.
•	Assist in the development, printing, and extensive distribution of "What should I do if I am stopped by an officer of the law?" and "What to do during an encounter with a police officer" brochures.
•	Continue outreach to minority populations for all major OHS campaigns, including, but not limited to, Impaired Driving, Click It or Ticket (CIOT), and Speed.
Planning and Administration	Administer a fiscally responsible, effective highway safety program that includes stakeholders and addresses the State's specific safety characteristics.

### ■ 1.3 Accomplishments

Rhode Island achieved many improvements in highway safety in FFY 2009. A brief summary of these accomplishments are described below, with detail provided in Section 3.0 of this report.

- Reduced fatalities and serious injuries four (4) fewer lives were lost in 2008 than in 2007 and 348 fewer serious injuries were sustained.
- Reduced the fatal and serious injury crash rate per 100 million vehicle miles of travel (VMT) from 9.65 in 2007 to 5.57 in 2008.<sup>2</sup>
- Conducted numerous trainings throughout the Fiscal Year, such as Traffic Occupant Protection Strategies (TOPS) trainings and the Motorcycle Rider Coach training with Motorcycle Safety Foundation (MSF) Sport bike curricula.

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 $<sup>^{2}</sup>$  2007 VMT was used to calculate metrics since VMT for 2008 is not available.

### Impaired Driving:

- Increased the total number of DWI charges filed from 1,495 in 2007 to 1,519 in 2008.
- Improved recognition of the "You Drink & Drive. You Lose." slogan to 58.9 percent in 2009 from 50.4 percent in 2008.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 50.6 percent of survey respondents stating "Very Likely" or "Somewhat Likely" in 2006 to 51.4 percent in 2009.
- Testified on legislation that was adopted to improve BAC testing capability.

### Occupant Protection:

- Increased the percent of observed seat belt use by three (3) percentage points, from 72 percent in 2008 to 75 percent in 2009.
- Reduced unrestrained passenger vehicle occupant serious injuries by 61 percent, from 170 in 2007 to 67 in 2008.
- Increased enforcement of seat belt law number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization up to 2,553 in 2009 from 2,414 in 2008.
- Testified on legislation that was adopted to revise the state Child Passenger Safety Law in 2009 to require child restraint use for children up to the age of eight, exempting those children at least 57 inches tall, or weighing at least 80 pounds. (The previous provisions covered children up to age seven, unless 54 inches, or 80 pounds.) This made the State eligible for additional funding.

### Speed:

- Maintained speeding-related fatalities at a seven-year low of 20 in 2008, after decreasing by more than 50 percent from 2006 (42) to 2007 (20).
- Included information on speed violations on the new Rhode Island Standard Crash Form, which was fully implemented on January 1, 2008. This transition allows law enforcement the opportunity to more properly document vehicle crashes related to speed. It will greatly assist in identifying speed-related problems and developing improvements at locations where speed crashes might be more prevalent.
- Increased the number of departments participating in the monthly sustained enforcement patrols.
- Coordinated with all police departments regarding productivity during patrols.
- Developed internal database to track citations given during monthly sustained enforcement patrols.

### Young Drivers:

- Reduced by 43 percent the number of young driver fatalities (age 16 to 20), from seven (7) in 2007 to four (4) in 2008.
- Reduced by 44 percent the number of drivers age 16 to 20 involved in fatal crashes, from 16 in 2007 to nine (9) in 2008.
- Reduced by 60 percent the number of drivers age 16 to 20 involved in serious injury crashes, from 186 in 2007 to 75 in 2008.
- Eliminated a loophole in 2008 in the State's "social host" law so that an adult may be charged with a crime if minors are found with alcohol anywhere on a property under the control of that adult. The law previously provided for commission of a crime only if the minor was found with alcohol inside a structure.
- Expanded the focus and increased the goals and objectives in the Young Drivers' program.
- With the assistance of the Law Enforcement Highway Safety Training Coordinator (LEHSTC), provided better coordination with state and local police departments to expand the young driver programs.
- Collaborated with the American Automobile Association (AAA) and the Community College of Rhode Island (CCRI) to expand the Pre-Permit Parent/Teen workshops currently offered to AAA members. The concept is to offer this throughout the State and open enrollment to nonmembers.
- Partnered with radio station HOT 106 during "Friday Night Football." This partnership promoted Zero Tolerance, Occupant Protection, and Speed Prevention among young drivers. Live broadcasts were conducted during high school football games from the field. The messaging was presented both during the game and in promotions for the games.
- Assisted in the development and implementation of the Young Driver emphasis area in the Rhode Island Strategic Highway Safety Plan (SHSP).

### Motorcycles:

- Reduced by 46 percent the number of motorcyclist fatalities, from 13 in 2007 to seven (7) in 2008.
- Reduced the number of unhelmeted motorcyclist fatalities, from nine (9) in 2007 to two (2) in 2008.
- Approved legislation in 2008 to allow motorcycle training to be offered by independent companies. The State's training arm, the CCRI, will certify motorcycle dealers engaged in selling motorcycles or an association engaged in motorcycle safety to provide motorcycle driver education courses in Rhode Island. Independent training facilities will be required to offer a course that is certified by the MSF, or other programs approved by CCRI and/or the Board of Governors for Higher Education.
- Expanded the Motorcycle Awareness Campaign and emphasized the negatives of driving without proper safety gear through the development and distribution of a new Motorcycle Commercial for motorcycle riders by motorcycle riders.

- Sponsored the MSF Sports bike training curricula for rider coaches and students.
- Continued the Motorcycle Safety and Awareness campaign and increased automobile drivers' awareness of the characteristics and presence of motorcyclists through the use of TV/Radio and variable message signs (VMS) statewide during Motorcycle Safety and Awareness month and throughout the summer.
- Continued to meet with strategic partners.
- Encouraged the use of proper safety gear through the development and distribution of a new motorcycle commercial for motorcycle riders by motorcycle riders.
- Continued to work with the Rhode Island Division of Motor Vehicles (RIDMV) to develop a motorcyclist database in order to periodically mail safety and awareness information to all licensed riders in the State.
- Worked with CCRI to expand the number of rider training classes offered.

#### Other Road Users:

- Reduced pedestrian fatalities from 13 in 2007 to 12 in 2008.
- Reduced pedestrian serious injuries by 59 percent, from 71 in 2007 to 29 in 2008.
- Reduced the pedestrian fatal and serious injury rate per 100,000 population from 7.94 in 2007 to 3.90 in 2008.
- Reduced the number of bicyclist serious injuries by 44 percent from 27 in 2007 to 15 in 2008.
- Reduced the bicyclist fatal and serious injury rate per 100,000 population from 2.65 in 2007 to 1.52 in 2008.
- Maintained the low number of bicyclist fatalities with one (1) fatality in 2008.
- Reduced the number of crashes involving school buses by 44 percent, from 195 in 2007 to 110 in 2008.
- Maintained zero (0) crash fatalities among school bus occupants in 2008.
- Increased awareness of the diversity of road users by attending and speaking at various events throughout the State.
- Coordinated with many groups and organizations to diversify outreach.

#### Traffic Records - Data Collection, Analysis, and Improvement:

• Applied for and received a fourth year Section 408 grant under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation. Currently awaiting information as to the future of Section 408 funding with the new reauthorization bill. (The Traffic Records Coordinating Committee (TRCC), along with its stakeholders, was able to meet or exceed set benchmarks for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data. Not meeting National Highway Traffic Safety Administration (NHTSA) requirements would exclude the receipt of grant funding.)

- Held over 10 TRCC meetings with stakeholders. RIDOT OHS has demonstrated to these stakeholders a strong commitment to work with them to improve traffic safety and data management.
- Increased emergency medical services (EMS) participation and facilitated the NHTSA review of the state EMS run form for National EMS Information System (NEMSIS) compliance. The goal is to move the collection and transmission of EMS data electronically.
- Began evaluating data sets within TRCC stakeholder agencies for interagency sharing of data.
- Facilitated law enforcement participation in Race Data collection, Electronic Crash Reporting, and E-Citation programs, with the assistance of the Rhode Island Police Chiefs Association (RIPCA).

### Racial Profiling:

- Provided 77 computers, 247 printers and stands to eight police departments to support full implementation of the Passenger Ethnicity Data Collection and E-Citation programs.
- Finalized the Data Collection, Analysis, and Recommendation RFP for distribution in FFY 2010.
- Signed commitments [through the Memorandum of Understanding (MOU) process] with the 38 local police departments and the Rhode Island State Police (RISP) to voluntarily collect statistical information on the race and ethnicity of the driver and passengers for each motor vehicle stop. An RFP to provide the appropriate mechanism to collect, analyze, and assess this information and provide recommendations to address issues that arise from the data has been advertised (in FFY 2010) and final selection of an appropriate entity for the program is anticipated in the near future.
- Negotiated an agreement with IMC to revise the traffic stop form to include a module for number and ethnicity of passengers in each vehicle and to develop the transmittal mechanism to allow the departments to electronically provide the information to the entity chosen to collect the data by May 2010. RIDOT will collect the data from the police departments until the transmittal mechanism is in place.
- Committed to implementing an enhanced Professional Traffic Stop Training program
  for all law enforcement agencies, which is based on NHTSA's model. The revised
  training was reviewed and extensively discussed with members of the minority community and law enforcement and has been well supported by all. The first "Train the
  Trainer" class was conducted in June 2009. Further classes will be conducted in FFY
  2010.

### Planning and Administration:

 Testified on legislation that was adopted to prohibit texting while driving and on the primary seat belt bill that unfortunately was unsuccessful. However, OHS will continue to work to gain passage during the next legislative session.

### 2.0 Performance Data Rhode Island, 1999 to 2009

### ■ 2.1 Crash Summary

In Rhode Island, the total number of crashes decreased by nine (9) percent during the past three years (from 43,085 in 2006 to 39,081 in 2008). The number of fatalities and serious injuries<sup>3</sup> decreased 42 percent from 2007 and 2008. Fewer lives were lost on Rhode Island roadways in 2008 than in any single year during the past 20 years. From 2007 to 2008, Rhode Island experienced a decrease in both pedestrian and motorcycle fatalities. According to the 2008 and 2009 observed restraint use surveys, Rhode Island's safety belt use rate increased by three (3) percentage points, from 72 percent in 2008 to 75 percent in 2009.

Table 2.1 provides detail on Rhode Island highway safety trends from 1999 to 2009 (as data are available). The table details "Select Performance Measures" identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. The following Figures (2.1 to 2.11) illustrate select data shown in Table 2.1 in greater detail and include data points, an associated trend line, and one-year achievements for the most recent year for which there is complete data (2008 or 2009). Trends from 1999 to 2002 can be considered "baseline" and trends from 2003 to the present "progress." When baseline data are inadequate or unavailable, only five-year trends are charted. Table 2.2 provides additional traffic safety trend data from 2003 to 2009.

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<sup>&</sup>lt;sup>3</sup> 2007 was a transition year for accident data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008.

**Table 2.1** Traffic Safety Trends in Rhode Island 1999 to 2009

Crash Data/Trendsa	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008b	2009
Fatalities (Actual)	88	80	81	84	104	83	87	81	69	65	
Fatality Rate/(100 Million VMT)	1.06	0.96	1.01	1.03	1.24	0.98	1.05	0.98	0.80	0.75	
Number of Serious Injuries <sup>c</sup>	1,166	1,682	1,850	1,845	1,887	1,600	1,329	1,313	764	416	
Number of Fatalities Involving Driver or Motorcycle Operator with ≥.08 BAC	27	34	35	35	50	38	34	30	22	25	
Number of Unrestrained Passenger Vehicle Occupant Fatalities	40	45	47	47	47	47	37	35	19	29	
Number of Speeding- Related Fatalities	-	-	-	46	55	45	40	42	20	20	
Number of Motorcycle Fatalities	12	12	6	9	13	10	14	16 <sup>d</sup>	13	7	
Number of Unhelmeted Motorcyclist Fatalities	10	10	5	7	6	7	6	11	9	2	
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	-	-	20	25	17	20	14	16	9	
Number of Pedestrian Fatalities	14	6	10	9	14	7	14	15	13	12	
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	-	-	-	71%	74%	76%	75%	74%	79%	72%	75%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	-	2,024	2,226	2,414	2,553
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	-	-	-	2,227	2,519	U/A	U/A	U/A
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	-	-	-	-	4,673e

Source: Fatality and fatal crash data is from the Fatality Analysis Reporting System (FARS), queried October 2009. Serious injury data is from RIDOT, queried July 2009. Seat belt use is from Rhode Island Safety Belt Use Observation Surveys. Grant-funded enforcement activity data is from RIDOT OHS.

Notes:

 $<sup>^{\</sup>mathrm{a}}$  Some numbers reported in this FFY 2009 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

<sup>&</sup>lt;sup>b</sup> 2008 data is preliminary at the time of reporting. 2007 VMT was used to calculate metrics since VMT for 2008 is not available. U/A indicates data not available at this time.

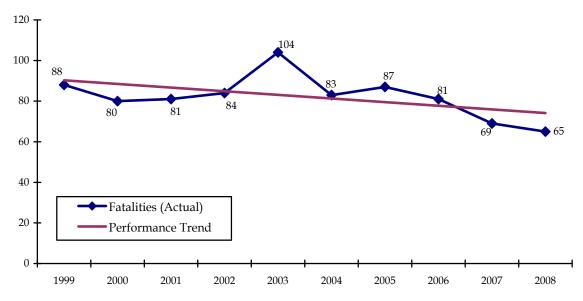
 $<sup>^{\</sup>rm c}$  2007 was a transition year for accident data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the discrepancy between serious injuries reported from 2006 to 2007/2008.

<sup>&</sup>lt;sup>d</sup> Includes one (1) ATV fatality in 2006.

<sup>&</sup>lt;sup>e</sup> 2009 is the first year this data is being collected.

Figure 2.1 Number of Fatalities

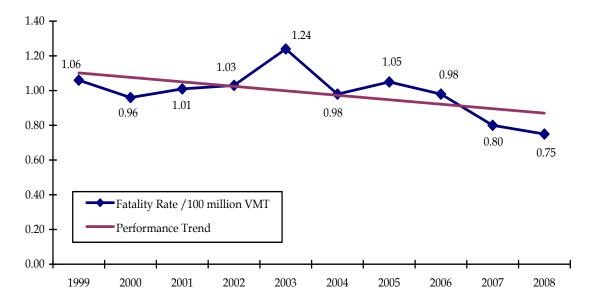
Achieved a 5.8 Percent Reduction (Lowest Number in 20 Years)



Source: FARS.

Note: 2008 data is preliminary.

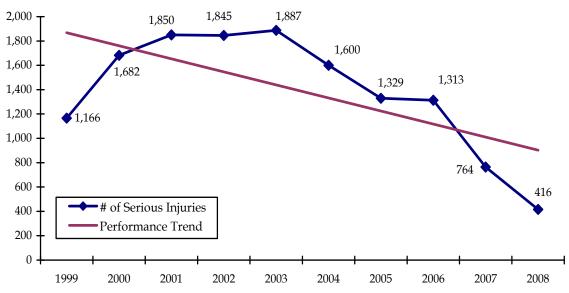
**Figure 2.2 Fatality Rate/100 Million VMT** *Achieved a 6.3 Percent Reduction* 



Note: 2008 data is preliminary. 2007 VMT was used to calculate 2008 fatality rate since 2008 VMT is unavailable.

Figure 2.3 Number of Serious Injuries

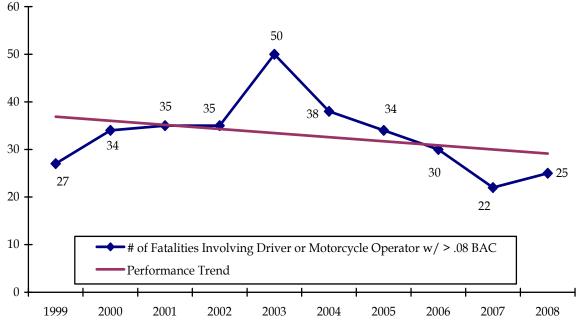
Achieved a 45.5 Percent Reduction



Note: 2008 data is preliminary. 2007 was a transition year for accident data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008.

Figure 2.4 Number of Fatalities Involving Driver or Motorcycle Operator with ≥.08 BAC

Experienced a 13.6 Percent Increase (Additional 3 Fatalities; However, Still Second Lowest in 10 Years)

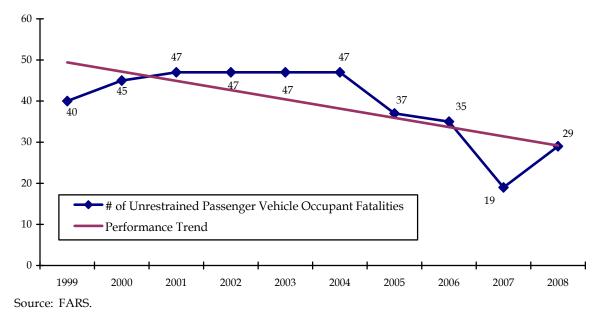


Source: FARS.

Note: 2008 data is preliminary.

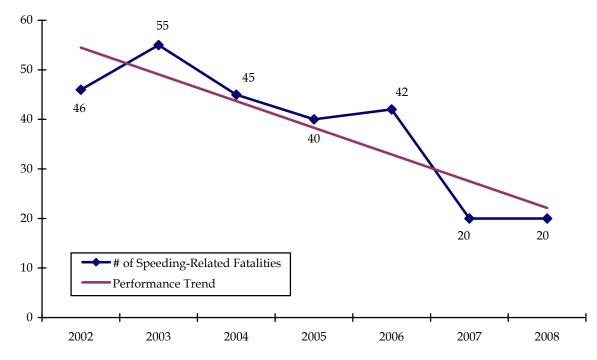
Figure 2.5 Number of Unrestrained Passenger Vehicle Occupant Fatalities

Experienced a 52.6 Percent Increase
(However, Still Second Lowest in 10 Years)



Note: 2008 data is preliminary.

Figure 2.6 Number of Speeding-Related Fatalities
Maintained Seven-Year Low Total

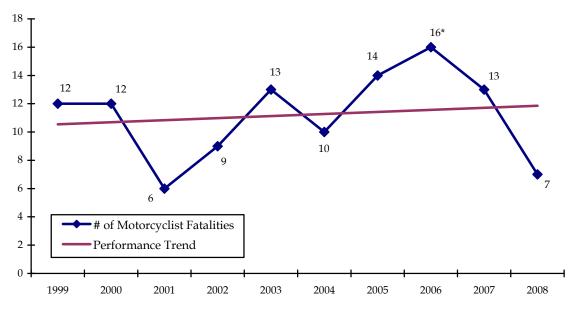


Source: FARS.

Note: 2008 data is preliminary.

Figure 2.7 Number of Motorcycle Fatalities

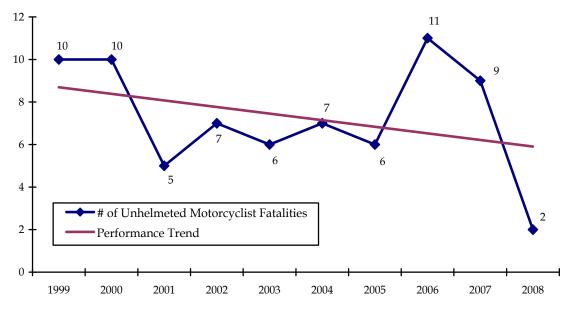
Achieved a 46 Percent Reduction



Source: FARS.

Note: 2008 data is preliminary.

Figure 2.8 Number of Unhelmeted Motorcyclist Fatalities
Achieved a 77.8 Percent Reduction (Lowest in 10 Years)

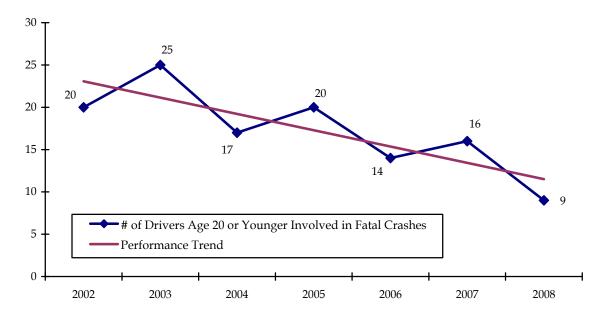


Source: FARS.

Note: 2008 data is preliminary.

<sup>\* 2006</sup> data includes one (1) ATV fatality.

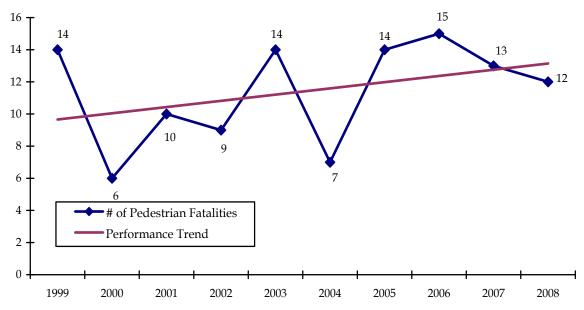
Figure 2.9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes
Achieved a 43.8 Percent Reduction (Lowest in Seven Years)



Source: FARS.

Note: 2008 data is preliminary.

Figure 2.10 Number of Pedestrian Fatalities
Achieved a 7.7 Percent Reduction

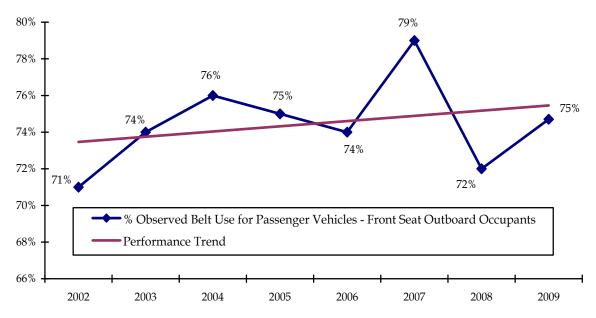


Source: FARS.

Note: 2008 data is preliminary.

Figure 2.11 Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant

Achieved a 3 Percent Increase



Source: Rhode Island Safety Belt Use Observation Surveys.

Note: 2009 seat belt use rate is awaiting NHTSA certification.

**Table 2.2** Additional Traffic Safety Trends in Rhode Island 2003 to 2009

	Progress Report Data 2003 to 2009							
Crash Data/Trendsa	2003	2004	2005	2006	2007	2008b	2009	
Fatalities – Actual	104	83	87	81	69	65		
Fatal Crashes - Actual	96	78	80	72	64	64		
Fatality Rate/(100 Million VMT)	1.24	0.98	1.05	0.98	0.80	0.75		
Fatality Rate/100,000 Population	9.67	7.69	8.08	7.59	6.52	6.19		
Number of Serious Injuries <sup>c</sup>	1,887	1,600	1,329	1,313	764	416		
Fatality and Serious Injury Rate/100 Million VMT	23.80	19.86	17.06	16.79	9.65	5.57		
Fatal and Serious Injury Rate/ 100,000 Population	185.08	155.85	131.58	130.57	78.75	45.78		
Month of Most Fatal Crashes	Mar	Jun	Jul	Aug	Mar/Oct	Oct		
Day of Most Fatal Crashes	Sun	Sat	Sat	Sun	Fri	Sun		
Time of Most Fatal Crashes	10 p.m 1 a.m.	10 p.m 4 a.m.	7-10 p.m.	1-4 a.m./ 1-4 p.m.	10 p.m 3 a.m.	10 p.m 4 a.m.		
Alcohol-Impaired Fatalities (Involving Driver or Motorcycle Operator with ≥.08 BAC)	50	38	34	30	22	25		
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	2,227	2,519	U/A	U/A	U/A	
Alcohol-Related Fatalities (BAC ≥ 0.01), NHTSA-Imputed	55	40	44	38	29	29		
Proportion of Alcohol-Related Fatalities	0.53	0.48	0.51	0.47	0.42	0.45		
Alcohol-Related (BAC ≥ 0.01) Fatality Rate/100 Million VMT	0.66	0.47	0.53	0.46	0.34	0.34		
Alcohol-Related Fatality Rate/ 100,000 Population	5.11	3.70	4.09	3.56	2.74	2.76		
Proportion of Speed-Related Fatalities	0.53	0.54	0.46	0.52	0.29	0.31		
Speeding-Related Fatalities - Actual	55	45	40	42	20	20		
Speed Fatality Rate/100 Million VMT	0.66	0.53	0.48	0.51	0.23	0.23		
Speed Fatality Rate/100,000 Population	5.11	4.17	3.72	3.93	1.89	1.90		
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	4,673s	
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	74%	76%	75%	74%	79%	72%	75%	
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	2,024	2,226	2,414	2,553	
Unrestrained Passenger Vehicle Occupant Fatalities – Actual	47	47	37	35	19	29		

**Table 2.2** Additional Traffic Safety Trends in Rhode Island (continued) 2003 to 2009

	Progress Report Data 2003 to 2009							
Crash Data/Trends <sup>a</sup>	2003	2004	2005	2006	2007	2008ь	2009	
Nonmotorist Fatalities - Actual	15	7	15	16	14	13		
Nonmotorist Fatality Rate/ 100 Million VMT	0.18	0.08	0.18	0.19	0.16	0.15		
Nonmotorist Fatality Rate/ 100,000 Population	1.39	0.65	1.39	1.50	1.32	1.24		
Nonmotorist Serious Injuries - Actual	147	156	145	143	98	46		
Nonmotorist Fatality and Serious Injury Rate/100 Million VMT	1.94	1.92	1.93	1.92	1.30	0.68		
Nonmotorist Fatal and Serious Injury Rate/100,000 Population	15.06	15.09	14.87	14.89	10.59	5.61		
Pedestrian Fatalities – Actual	14	7	14	15	13	12		
Pedestrian Fatality Rate/ 100 Million VMT	0.17	0.08	0.17	0.18	0.15	0.14		
Pedestrian Fatality Rate/ 100,000 Population	1.30	0.65	1.30	1.41	1.23	1.14		
Pedestrian Serious Injuries - Actual	103	114	103	107	71	29		
Pedestrian Fatality and Serious Injury Rate/100 Million VMT	1.40	1.43	1.41	1.47	0.97	0.47		
Pedestrian Fatal and Serious Injury Rate/100,000 Population	10.88	11.20	10.87	11.43	7.94	3.90		
Bicyclist Fatalities - Actual	1	0	1	1	1	1		
Bicyclist Fatality Rate/100 Million VMT	0.01	0.00	0.01	0.01	0.01	0.01		
Bicyclist Fatality Rate/ 100,000 Population	0.09	0.00	0.09	0.09	0.09	0.10		
Bicyclist Serious Injuries - Actual	44	42	42	36	27	15		
Bicyclist Fatality and Serious Injury Rate/100 Million VMT	0.54	0.50	0.52	0.45	0.32	0.19		
Bicyclist Fatal and Serious Injury Rate/ 100,000 Population	4.18	3.89	4.00	3.47	2.65	1.52		
Motorcycle Fatalities – Actual	13	10	14	16 <sup>d</sup>	13	7		
Motorcycle Fatality Rate/ 100 Million VMT	0.16	0.12	0.17	0.19	0.15	0.08		
Motorcycle Fatality Rate/ 100,000 Population	1.21	0.93	1.30	1.50	1.23	0.67		
Motorcycle Serious Injuries - Actual	134	138	133	107	87	63		
Motorcycle Fatality and Serious Injury Rate/100 Million VMT	1.76	1.75	1.77	1.48	1.16	0.81		
Motorcycle Fatal and Serious Injury Rate/100,000 Population	13.67	13.70	13.66	11.52	9.45	6.66		
Unhelmeted Motorcyclist Fatalities – Actual	6	7	6	11	9	2		

**Table 2.2** Additional Traffic Safety Trends in Rhode Island (continued) 2003 to 2009

			Progress Re	port Data 20	003 to 2009		
Crash Data/Trends <sup>a</sup>	2003	2004	2005	2006	2007	2008ь	2009
Young Drivers Involved in Fatal Crashes - Actual <sup>e</sup>	25	17	20	14	16	9	
Young Drivers in Fatal Crashes/100 Million VMT	0.30	0.20	0.24	0.17	0.19	0.10	
Young Drivers in Fatal Crashes/ 100,00 Population	2.32	1.57	1.86	1.31	1.51	0.86	
Young Drivers in Serious Injury Crashes - Actual	380	416	320	300	186	75	
Young Drivers in Serious Injury Crashes/100 Million VMT	4.54	4.91	3.86	3.61	2.15	0.87	
Young Drivers in Fatal and Serious Injury Crashes/100 Million VMT	4.84	5.11	4.10	3.78	2.34	0.97	
Young Drivers in Fatal and Serious Injury Crashes/100,000 Population	37.65	40.10	31.59	29.41	19.10	7.99	
Older Drivers Involved in Fatal Crashes – Actual <sup>f</sup>	21	14	9	12	5	14	
Older Drivers in Fatal Crashes/ 100 Million VMT	0.25	0.17	0.11	0.14	0.06	0.16	
Older Drivers in Serious Injury Crashes – Actual	184	157	156	122	105	85	
Older Drivers in Fatal and Serious Injury Crashes/100 Million VMT	2.45	2.02	1.99	1.61	1.27	1.15	
Older Drivers in Fatal and Serious Injury Crashes/100,000 Population	19.06	15.83	15.33	12.55	10.40	9.42	

<sup>&</sup>lt;sup>a</sup> Fatality and fatal crash data is from FARS, queried October 2009. Serious injury data is from RIDOT, queried July 2009. Seat belt use is from Rhode Island Safety Belt Use Observation Surveys. Grant-funded enforcement activity data is from RIDOT OHS.

Some numbers reported in this FFY 2009 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

<sup>&</sup>lt;sup>b</sup> 2008 data is preliminary at the time of reporting. 2007 VMT was used to calculate metrics since VMT for 2008 is not available. U/A indicates data not available at this time.

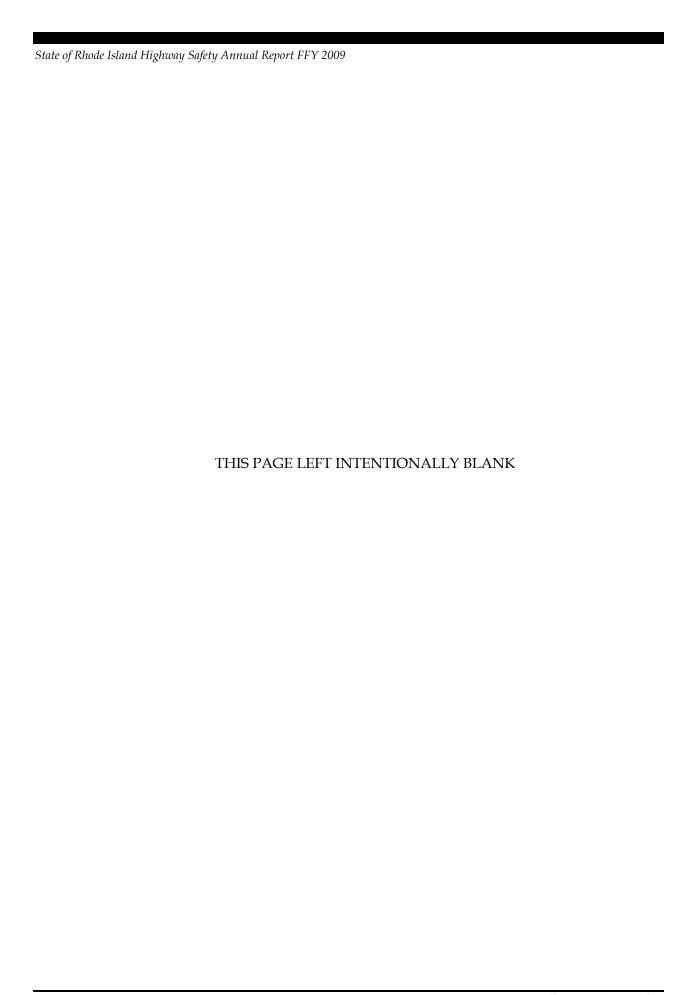
c 2007 was a transition year for accident data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the discrepancy between serious injuries reported from 2006 to 2007/2008.

<sup>&</sup>lt;sup>d</sup> Includes one (1) ATV fatality in 2006.

e Young drivers are defined as those age 16 to 20.

<sup>&</sup>lt;sup>f</sup> Older drivers are defined as those age 65+.

g 2009 is the first year this data is being collected.



### 3.0 Program Areas

The program goals, accomplishments, objectives, and performance measures of the nine program areas addressed in the FFY 2009 *Highway Safety Plan* are described in this section.

### ■ 3.1 Impaired Driving

#### Goals

- Reduce the number of alcohol-impaired fatalities (BAC=.08+).<sup>4</sup> <u>INCOMPLETE</u> (25 in 2008; 22 in 2007.)
- Reduce the percentage of fatalities that are alcohol-impaired (BAC=.08+).
   INCOMPLETE (38 percent in 2008; 32 percent in 2007.)

### **Program Accomplishments**

- Increased the total number of DWI charges filed from 1,495 in 2007 to 1,519 in 2008.
- Improved recognition of the "You Drink & Drive. You Lose." slogan to 58.9 percent in 2009 from 50.4 percent in 2008.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 50.6 percent of survey respondents stating "Very Likely" or "Somewhat Likely" in 2006 to 51.4 percent in 2009.
- Testified on legislation that was adopted to improve BAC testing capability.

### **Objectives**

- Reduce by 7.9 percent the number of crash fatalities with a known BAC of .01 or higher, from 38 in 2006 to 35 in 2009 (three-year average is 30). <u>COMPLETE</u> (26 fatalities with a known BAC of .01 or higher in 2008.)
- Reduce by 5.3 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 19 in 2006 to 18 in 2009 (three-year average is 23). UNKNOWN (28 NHTSA-imputed in 2008.)

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<sup>&</sup>lt;sup>4</sup> Based on the BAC of all involved drivers and motorcycle riders only.

Reduce by 6.7 percent the number of drivers involved in fatal crashes who were legally intoxicated (known BAC of .08 or higher,) from 15 in 2006 to 14 in 2009 (three-year average is 20). <u>UNKNOWN</u> (23 NHTSA-imputed in 2008)

### **Program Performance Measures**

- Increase average frequency of Operation Blue RIPTIDE patrols. <u>INCOMPLETE</u> (162 per month in FFY 2009; 168 per month in FFY 2008.)
- Increase total number of DWI charges filed. <u>COMPLETE</u> (1,519 in 2008; 1,495 in 2007.)
- Improve recognition of High-Visibility Enforcement (HVE) slogan (50.4 percent for "You Drink & Drive. You Lose." in 2008) and perception of likelihood of being stopped after drinking to excess and driving (50.6 percent responding "Very Likely" or "Somewhat Likely" in 2006). <u>COMPLETE</u> (58.9 percent and 51.4 percent, respectively, in 2009.)
- Include impaired driving information on RIDOT web site. <u>COMPLETE</u> (The RIDOT web site provides updated impaired information, such as an October 29, 2009 press release highlighting the purchase of 38 portable electronic message signs for each community to use to help combat drinking and driving. The press release reminds motorists that state and local law enforcement agencies will be stopping and arresting drunk drivers as part of an aggressive "You Drink & Drive. You Lose." (YD&DYL) statewide enforcement effort.)

### ■ 3.2 Occupant Protection

### Goal

• Increase safety belt use rate. <u>COMPLETE</u> (75 percent observed belt use rate in 2009; 72 percent in 2008.)

### **Program Accomplishments**

- Increased the percent of observed seat belt use by three (3) percentage points, from 72 percent in 2008 to 75 percent in 2009.
- Reduced unrestrained passenger vehicle occupant serious injuries by 61 percent, from 170 in 2007 to 67 in 2008.
- Increased enforcement of seat belt law number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization up to 2,553 in 2009 from 2,414 in 2008.
- Testified on legislation that was adopted to revise the state Child Passenger Safety Law in 2009 to require child restraint use for children up to the age of eight, exempting those children at least 57 inches tall, or weighing at least 80 pounds. (The previous provisions covered children up to age seven, unless 54 inches, or 80 pounds.) This made the State eligible for additional funding.

### Rhode Island CIOT Mobilization FFY 2009

The RISP and 37 Rhode Island municipal police departments received funding to participate in the RIDOT OHS-sponsored May-June 2009 CIOT Mobilization. The Mobilization resulted in:

Enforcement Activity	
Total Hours Worked	1,921
Citation Information	
DWI Arrests	36
Safety Restraint Citations	2,553
Child Passenger Citations	63
Fugitives Apprehended	75
Suspended Licenses	80
Uninsured Motorists	55
Speeding	1,707
Drugs	22

### **Objectives**

- Increase by 2.9 points the percent of front seat vehicle occupants who are observed to be using seat belts, from 79.1 percent in 2007 to 82 percent in 2009. <a href="MAKING PROGRESS TOWARD OBJECTIVE"><u>MAKING PROGRESS TOWARD OBJECTIVE</u></a> (75 percent observed belt use rate in 2009, an increase of three (3) percentage points from 72 percent in 2008.)
- Reduce by 2.6 points the percent of crash fatalities who were known to be not wearing a seat belt, from 73.5 percent in 2006 to 70.9 percent in 2009 (three-year average). INCOMPLETE (72.5 percent<sup>5</sup> in 2008.)

### **Program Performance Measures**

#### Increase:

• Seat belt use among pickup truck drivers, as measured by observational study (64.7 percent in 2007). <u>MAKING PROGRESS TOWARD MEASURE</u> (52.8 percent in 2008; 58.7 percent in 2009.)

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<sup>&</sup>lt;sup>5</sup> Percent based only where restraint use was known.

- Awareness of the "Click It or Ticket" slogan, as measured by a telephone survey (84.3 percent in 2007). <u>COMPLETE</u> (awareness of campaign slogan was 91.7 percent in 2009.)
- Perception that persons are likely to be ticketed for not wearing seat belts, as measured by a telephone survey (54.3 percent in 2007). <u>INCOMPLETE</u> (47 percent in 2009.)
- Enforcement of seat belt law, as measured by the number of citations for failure to use proper restraints during the national CIOT enforcement mobilization. <u>COMPLETE</u> (2,553 in 2009; 2,414 in 2008.)

### **■** 3.3 Speed

### Goal

• Reduce the role of speeding in highway fatalities. <u>INCOMPLETE</u> (Number of speed-related fatalities increased from 29 percent in 2007 to 32 percent in 2008.)

### **Program Accomplishments**

- Maintained speeding-related fatalities at a seven-year low of 20 in 2008, after decreasing by more than 50 percent from 2006 (42) to 2007 (20).
- Included information on speed violations on the new Rhode Island Standard Crash Form, which was fully implemented on January 1, 2008. This transition allows law enforcement the opportunity to more properly document vehicle crashes related to speed. It will greatly assist in identifying speed-related problems and developing improvements at locations where speed crashes might be more prevalent.
- Increased the number of departments participating in the monthly sustained enforcement patrols.
- Coordinated with all police departments regarding productivity during patrols.
- Developed internal database to track citations given during monthly sustained enforcement patrols.

### **Objectives**

- Increase the issuance of speeding citations. <u>INCOMPLETE</u> (2009 is the first year data is being collected. 2009 numbers indicate 4,673 citations were issued during OHS-funded speed patrols. This will be the basis of the 2010 comparison.)
- Reduce the percent of fatalities resulting from speed-related crashes to 50 percent from the five-year average of 52 percent. <u>COMPLETE</u> (Increased from 29 percent in 2007 to 31 percent in 2008. However, this is still lower than the five-year average.)

#### **Program Performance Measures**

- Decrease the percentage of fatalities that occur in speed-related crashes (29 percent in 2007). INCOMPLETE (32 percent in 2008.)
- Increase enforcement, as measured by the number of citations for speeding during Operation Blue RIPTIDE/State Police speed monthly enforcement mobilizations (4,673 in FFY 2009). <u>INCOMPLETE</u> (2009 is the first year data is being collected. 2009 numbers indicated 4,673 citations were issued on OHS-funded speed patrols. This will be the basis of the 2010 comparison.)

## ■ 3.4 Young Drivers

#### Goals

- Reduce crash fatalities involving young drivers. <u>COMPLETE</u> (Reduced number of fatalities involving young drivers in fatal crashes from 16 in 2007 to nine (9) in 2008.)
- Reduce crash injuries involving young drivers. <u>COMPLETE</u> (Serious injury crashes were reduced from 186 in 2007 to 75 in 2008.)<sup>6</sup>

## **Program Accomplishments**

- Reduced by 43 percent the number of young driver fatalities (age 16 to 20), from seven (7) in 2007 to four (4) in 2008.
- Reduced by 44 percent the number of drivers age 16 to 20 involved in fatal crashes, from 16 in 2007 to nine (9) in 2008.
- Reduced by 60 percent the number of drivers age 16 to 20 involved in serious injury crashes, from 186 in 2007 to 75 in 2008.
- Eliminated a loophole in 2008 in the State's "social host" law so that an adult may be charged with a crime if minors are found with alcohol anywhere on a property under the control of that adult. The law previously provided for commission of a crime only if the minor was found with alcohol inside a structure.
- Expanded the focus and increased the goals and objectives in the Young Drivers' program.

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<sup>&</sup>lt;sup>6</sup> 2007 was a transition year for accident data in Rhode Island. "Serious injuries" were defined differently prior to 2007.

- With the assistance of the LEHSTC, provided better coordination with state and local police departments to expand the young driver programs.
- Collaborated with AAA and CCRI to expand the Pre-Permit Parent/Teen workshops currently offered to AAA members. The concept is to offer this throughout the State and open enrollment to nonmembers.
- Partnered with radio station HOT 106 during "Friday Night Football." This partnership promoted Zero Tolerance, Occupant Protection, and Speed Prevention among young drivers. Live broadcasts were conducted during high school football games from the field. The messaging was presented both during the game and in promotions for the games.
- Assisted in the development and implementation of the Young Driver emphasis area in the Rhode Island SHSP.

• Reduce by 10 percent the five-year average (2002 to 2006) number of fatal crashes involving drivers 20 years old and younger from 18 to 16. <u>COMPLETE</u> (Decreased to nine (9) in 2008.)

#### **Program Performance Measures**

- Maintain average of 2005 and 2006 level of drivers aged 16 to 20 years of age involved in fatal crashes (19 in 2005 and 14 in 2006). <u>COMPLETE</u> (Nine (9) in 2008.)
- Monitor the number of charges filed for drivers under 18 years of age for DUI (26 in 2006) to determine effectiveness of programming. COMPLETE (23 in 2008)
- Implement a minimum of four contacts with parents/care givers to provide information on the role of alcohol and/or primary seat belt use for young drivers. <a href="COMPLETE">COMPLETE</a>
  (Implementation of minority outreach continues with community church groups along with AAA Pre-Permit program and the Cranston Family Center and Child Opportunity Zone programs.)
- Distribute Graduated Drivers License (GDL) information packet to new young drivers.
   <u>COMPLETE</u> (Implementation through partnerships with AAA Pre-permit program, Safety Days and HOT 106 "Friday Night Football.")
- Decrease number of young passenger fatalities who are 16 to 20 years of age (seven (7) in 2006). <u>COMPLETE</u> (One (1) in 2008.)
- Implement an Intervention Pilot Project or young driver's alcohol-related program within a minimum of five (5) local communities. <a href="INCOMPLETE">INCOMPLETE</a> (Working through HS-1 with the University of Rhode Island (URI) Transportation Center to develop programs for this target audience. The implementation of these programs will begin in FFY 2010.)

## ■ 3.5 Motorcycles

#### Goals

- Reduce crashes and fatalities among motorcyclists and their passengers. <u>COMPLETE</u> (Fatalities decreased from 13 in 2007 to seven (7) in 2008.)
- Enhance the Motorcycle Awareness Program to emphasize the dangers of impaired driving. <u>ONGOING</u> (Continued the Motorcycle Safety and Awareness campaign and increased automobile drivers' awareness of the characteristics of motorcyclists through the use of TV/Radio and VMS statewide during Motorcycle Safety and Awareness month and throughout the summer emphasizing motorcycle awareness as well as the importance of safe riding practices and appropriate safety gear.)
- Continue the Motorcycle Safety Coalition with strategic partners. <u>COMPLETE</u> (Met with motorcycle groups, retailers, repair shop owners and other partners to develop education and outreach resources.)

## **Program Accomplishments**

- Reduced by 46 percent the number of motorcyclist fatalities, from 13 in 2007 to seven (7) in 2008.
- Reduced the number of unhelmeted motorcyclist fatalities, from nine (9) in 2007 to two (2) in 2008.
- Approved legislation in 2008 to allow motorcycle training to be offered by independent companies. The State's training arm, CCRI, will certify motorcycle dealers engaged in selling motorcycles or an association engaged in motorcycle safety to provide motorcycle driver education courses in Rhode Island. Independent training facilities will be required to offer a course that is certified by the MSF, or other programs approved by CCRI and/or the Board of Governors for Higher Education.
- Expanded the Motorcycle Awareness Campaign and emphasized the negatives of driving without proper safety gear through the development and distribution of a new Motorcycle Commercial for motorcycle riders by motorcycle riders.
- Sponsored the MSF Sports bike training curricula for rider coaches and students.
- Continued the Motorcycle Safety and Awareness campaign and increased automobile drivers' awareness of the characteristics and presence of motorcyclists through the use of TV/Radio and VMS signs statewide during Motorcycle Safety and Awareness month and throughout the summer.
- Continued to meet with strategic partners.
- Encouraged the use of proper safety gear through the development and distribution of a new motorcycle commercial for motorcycle riders by motorcycle riders.
- Continued to work with RIDMV to develop a motorcyclist database in order to periodically mail safety and awareness information to all licensed riders in the State.
- Worked with CCRI to expand the number of rider training classes offered.

- Reduce the number of crash fatalities among motorcyclists from 13 in 2007 to no more than 10 in 2009. <u>COMPLETE</u> (Seven (7) fatalities reported in 2008.)
- Reduce by two (2) points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from 47 percent (2002 to 2006) to 45 percent in 2009.
   MAKING PROGRESS TOWARD OBJECTIVE (Five-year average (2004 to 2008) was 46.8 percent.)

#### **Program Performance Measures**

- Reduce the number of crash fatalities among motorcyclists from 13 in 2007 to no more than 10 in 2009. <u>COMPLETE</u> (Seven (7) fatalities recorded on 2008.)
- Reduce the percent of fatal motorcycle crashes that are alcohol-related. <u>COMPLETE</u> (Reduced from 72 percent in 2007 to 29 percent in 2008.)
- Reduce the percent of motorcycle fatalities who were legally intoxicated. <u>COMPLETE</u> (Reduced from 72 percent in 2007 to 29 percent in 2008.)
- Complete Rider Helping Rider Initiative. <u>INCOMPLETE</u> (OHS could not obtain sufficient information to support hosting the program.)

## ■ 3.6 Other Road Users

#### Goals

- Reduce the number of fatalities among pedestrians. <u>COMPLETE</u> (Reduced from 13 in 2007 to 12 in 2008.)
- Maintain the low number of fatalities among bicyclists. <u>COMPLETE</u> (One (1) in both 2007 and 2008.)
- Maintain the low number of fatalities on school buses. <u>COMPLETE</u> (Zero (0) school bus fatalities in 2007 and 2008.)

## **Program Accomplishments**

- Reduced pedestrian fatalities from 13 in 2007 to 12 in 2008.
- Reduced pedestrian serious injuries by 59 percent, from 71 in 2007 to 29 in 2008.
- Reduced the pedestrian fatal and serious injury rate per 100,000 population from 7.94 in 2007 to 3.90 in 2008.

- Reduced the number of bicyclist serious injuries by 44 percent from 27 in 2007 to 15 in 2008.
- Reduced the bicyclist fatal and serious injury rate per 100,000 population from 2.65 in 2007 to 1.52 in 2008.
- Maintained the low number of bicyclist fatalities with one (1) fatality in 2008.
- Reduced the number of crashes involving school buses by 44 percent, from 195 in 2007 to 110 in 2008.
- Maintained zero (0) crash fatalities among school bus occupants in 2008.
- Increased awareness of the diversity of road users by attending and speaking at various events throughout the State.
- Coordinated with many groups and organizations to diversify outreach.

- Keep the number of crash fatalities among pedestrians at or below its three-year average (2005 to 2007) of 12 in 2009. <u>COMPLETE</u> (Reduced to 12 in 2008.)
- Reduce the number of crash fatalities among bicyclists to zero (0) in 2009 from one (1) annually in 2007. <u>INCOMPLETE</u> (One (1) bicycle fatality in 2008.)
- Maintain zero (0) crash fatalities among school bus occupants in 2009. <u>COMPLETE</u>

#### **Program Performance Measures**

- Conduct five (5) regional Safety Days throughout the calendar year. <u>COMPLETE</u> (Conducted more than a dozen.)
- Supplement summer and school break camp activities focusing on safe interactions among pedestrians, bicyclists, and motorists. <u>COMPLETE</u> (Conducted more than a dozen.)
- Partner with local schools/agencies to participate in their safety programs. <u>COMPLETE</u> (Conducted more than a dozen.)

Note: See Section 4.0, Special Events and Activities, for complete listing of events and outreach.

#### ■ 3.7 Traffic Records

#### Goals

- Expand and improve the databases on highway safety. <u>COMPLETE</u> (Deployment of E-Citation and Crash modules under IMC, with the assistance of RIPCA and the local police departments, has improved accuracy and timeliness of data transfer and reporting.)
- Improve data integration and coordination with highway safety stakeholders.
   <u>UNDERWAY</u> (Efforts are underway to implement data integration from Traffic Court, State/Local Law Enforcement and RIDMV.)
- Complete implementation and deployment of hardware, software, and training to support the electronic collection and transmission of traffic safety information (E-citation, Crash form, and Race data collection). <u>UNDERWAY</u> (Crash form is received through electronic collection from state and local police departments. E-Citation module modifications are complete, allowing police departments to make corrections to tickets before transmitting. Deployment of mobile hardware to police departments will be completed in March 2010.)

## **Program Accomplishments**

- Applied for and received a fourth year Section 408 grant under the SAFETEA-LU legislation. Currently awaiting information as to the future of Section 408 funding with the new reauthorization bill. (TRCC, along with its stakeholders, was able to meet or exceed set benchmarks for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data. Not meeting NHTSA requirements would exclude the receipt of grant funding.)
- Held over 10 TRCC meetings with stakeholders. RIDOT OHS has demonstrated to these stakeholders a strong commitment to work with them to improve traffic safety and data management.
- Increased EMS participation and facilitated the NHTSA review of the state EMS run form for NEMSIS compliance. The goal is to move the collection and transmission of EMS data electronically.
- Began evaluating data sets within TRCC stakeholder agencies for interagency sharing of data.
- Facilitated law enforcement participation in Race Data collection, Electronic Crash Reporting, and E-Citation programs, with the assistance of RIPCA.

- Reduce traffic records data processing time, manual data processing, and paper handling. <u>COMPLETE</u> (Traffic Court, Enforcement and DMV are currently using electronic reporting from E-Citation and electronic crash forms.)
- Increase the data linkage of traffic records with other data systems within the state and local highway and traffic safety programs. <u>UNDERWAY</u> (TRCC stakeholders have submitted programs that will increase data linkage between RIDMV, Enforcement, Health Department, and Rhode Island Traffic Tribunal (RITT).)

#### **Program Performance Measures**

- Conduct 15 TRCC meetings in 2009. <u>INCOMPLETE</u> (TRCC Coordinator has held more than 12 meetings to date which accomplished set agendas. Also conducted submeetings with state and local law enforcement.)
- Increase total number of program partners in 2009 (15 agencies in 2008). <u>INCOMPLETE</u> (TRCC Coordinator is recruiting local police departments through the E-Citation/Race Data Process.)
- Expand sharing of problem identification data among shareholders, partners, and traffic safety advocates. <u>COMPLETE</u> (TRCC was successful in meeting or exceeding set benchmarks, under Section 408 Grant, for measurable goals in improving data integration, accuracy and timeliness in collection of highway safety data. Not meeting NHTSA requirements would exclude State from receiving second year funding for Section 408.)
- Continue to redesign OHS web page to include static FARS information along with OHS reports and links to other highway safety stakeholders' data. <u>UNDERWAY</u> (Limited information has been added to web site; awaiting services of media agency and FARS analyst to come on board.)
- Develop a Traffic Records System Resource Guide and a comprehensive inventory of Highway Safety information sources in the State. <u>UNDERWAY</u> (Currently evaluating and inventorying stakeholders' data.)
- Monitor NHTSA 408 Grant Management projects. Amount of funding received will determine the measurable goals set for 2010. <u>COMPLETE</u> (Submitted successful Section 408 grant application for fourth year funding.)
- Provide law enforcement with community statistics one month prior to the national CIOT and YD&DYL campaigns. <a href="INCOMPLETE">INCOMPLETE</a>
- Increase the timeliness of E-Citation data from police and State and Municipal Courts from monthly to being posted daily into the system. <u>UNDERWAY</u> (The Traffic Court has submitted a municipal court interface 2010 Section 408 project application. State and local police departments using E-Citation are electronically posting information in a timely manner.)

- Increase the number of law enforcement agencies backfilling data into citations from six
   (6) to 25. <u>INCOMPLETE</u> (Currently we have 12 departments in various stages of grant
   review for process to receive mobile data computers/printers, including nine
   departments running E-Citation.)
- Implement procedures to electronically transmit Traffic Stop Data (Race Data) from local/State law enforcement to a designated institution for collection and analysis (none in 2008 to 39 in 2009). <a href="INCOMPLETE">INCOMPLETE</a> (Currently we have 12 departments in various stages of grant review for process to receive mobile data computers/printers. In addition, nine departments are currently running E-Citation/Race Data module. Awaiting the purchase order for IMC Race Data module modifications to proceed.)

## 3.8 Racial Profiling

#### Goals

- Finalize installation of computers and printers in all law enforcement vehicles to collect traffic stop information. <u>INCOMPLETE</u> (Currently we have 12 departments in various stages of grant review for process to receive mobile data computers/printers. Nine departments are running E-Citation/Race Data module. Progress has been made and more departments are brought on line each month, but installation statewide has not been completed.)
- Have IMC complete module change to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from police departments to a designated data collection entity. <u>INCOMPLETE</u> (IMC has committed to complete this module by the end of May 2010.)
- Begin work on developing independent software program that would allow all police departments to transmit required information regardless of their software service provider. <u>ONGOING</u> (The RFP has been drafted and OHS is working with the Contracts and Specifications Division of RIDOT to finalize it and put it out to bid.)
- Finalize RFP process to contract with a college/university to collect, analyze, and distribute traffic stop data and to make programmatic recommendations. <u>UNDERWAY</u> (The RFP was officially advertised in November 2009.)
- Make at least one quarterly report on ethnicity of drivers and passengers involved in traffic stops available for public review. <u>INCOMPLETE</u> (The RFP for data collection/ analysis and recommendations has been advertised in FFY 2010 and it is anticipated that one report will be completed by the end of this FFY.)
- Generate programs to enhance law enforcement and minority community involvement and communication to ensure collaborations on highway safety programs. <a href="INCOMPLETE">INCOMPLETE</a> (OHS is a member of the Civil Rights Roundtable and several law enforcement and civil rights groups work together on programs and subcommittees as a part of that partnership.)
- Implement a professional traffic stop training program. <u>ONGOING</u> (The LEHSTC has conducted one Train the Trainer Workshop and two more are scheduled for FFY 2010.)

- Assist in the development, printing, and extensive distribution of "What should I do if I am stopped by an officer of the law?" and "What to do during an encounter with a police officer" brochures. ONGOING (The "official language" document was completed; however, there were concerns that it might not be understood or resonate with a younger audience. Therefore, it was reviewed by students in the Rhode Island for Community Justice (RICJ) program and the final version was adopted by the Civil Rights Roundtable and the law enforcement community. However, the Civil Rights Roundtable is still seeking an organization that can take the lead to be the contact and outreach for complaints that are not sent directly to a police department or if the person feels that they did not get a response from a police department. We have a quote for printing from PriMedia and are ready for printing and distribution as soon as this issue is resolved.)
- Continue outreach to minority populations for all major OHS campaigns, including, but not limited to, Impaired Driving, CIOT, and Speed. <u>COMPLETE</u> (OHS has continued to purchase media messages in Spanish for all of our campaigns and has participated in neighborhood health/safety fairs targeted to varied minority communities.)

#### **Program Accomplishments**

- Provided 77 computers, 247 printers and stands to eight police departments to support full implementation of the Passenger Ethnicity Data Collection and E-Citation programs.
- Finalized the Data Collection, Analysis, and Recommendation RFP for distribution in FFY 2010.
- Signed commitments [through the MOU process] with the 38 local police departments
  and the RISP to voluntarily collect statistical information on the race and ethnicity of
  the driver and passengers for each motor vehicle stop. An RFP to provide the appropriate mechanism to collect, analyze, and assess this information and provide
  recommendations to address issues that arise from the data has been advertised (in FFY
  2010) and final selection of an appropriate entity for the program is anticipated in the
  near future.
- Negotiated an agreement with IMC to revise the traffic stop form to include a module for number and ethnicity of passengers in each vehicle and to develop the transmittal mechanism to allow the departments to electronically provide the information to the entity chosen to collect the data by May 2010. RIDOT will collect the data from the police departments until the transmittal mechanism is in place.
- Committed to implementing an enhanced Professional Traffic Stop Training program
  for all law enforcement agencies, which is based on NHTSA's model. The revised
  training was reviewed and extensively discussed with members of the minority community and law enforcement and has been well supported by all. The first "Train the
  Trainer" class was conducted in June 2009. Further classes will be conducted in FFY
  2010.

- Implement a program to provide professional collection, analysis, and access to the traffic stop data from all communities within the State. <u>INCOMPLETE</u> (The RFP for data collection/analysis and recommendations has recently been advertised in FFY 2010. With the completion of the first report, this information can be disseminated for statewide use.)
- Implement a program providing law enforcement and the minority communities
  opportunities to work together on education, outreach and training. <a href="INCOMPLETE">INCOMPLETE</a>
  (OHS is a member of the Civil Rights Roundtable and several law enforcement and
  civil rights groups work together on programs and subcommittees as a part of that
  partnership.)
- Provide appropriate training programs for law enforcement personnel. <u>ONGOING</u> (One very successful Professional Traffic Stop Train the Trainer workshop was completed and two more are scheduled for FFY 2010.)
- Assist in developing appropriate racial profiling prevention measures. <u>INCOMPLETE</u>
  (This activity will be conducted after the RFP process is finalized. The successful applicant will begin working with community groups and law enforcement to develop the appropriate formula to be used for data collection and recommendations will be derived from the data collected.)

## **Program Performance Measures**

- Produce by means of data collection and analysis by an appropriate entity at least one
  quarterly comprehensive report, including passenger and driver ethnicity information,
  summarizing the traffic stop information from all police departments. <a href="INCOMPLETE">INCOMPLETE</a>
  (The RFP for data collection/analysis and recommendations has been advertised in FFY
  2010 and it is anticipated that one report will be completed by the end of this FFY.)
- Develop and provide strategic recommendations/initiatives to eliminate/prevent racial
  profiling based on data analysis. <u>INCOMPLETE</u> (As noted above, the RFP for data
  collection/analysis and recommendations has been advertised in FFY 2010 and it is
  anticipated that one report will be completed by the end of this FFY.)
- Develop programs to foster partnerships to reduce/eliminate racial profiling while promoting outreach and educational activities between the minority communities and the Rhode Island law enforcement community. <u>INCOMPLETE</u> (OHS will be working with the Injury Prevention Center to renew outreach to African-American churches with safety messages. Latina outreach was impacted by loss of Spanish-speaking OHS staff member.)
- Conduct at least three Professional Traffic Stop Trainings for law enforcement.
   <u>INCOMPLETE</u> (One Professional Traffic Stop Train the Trainer workshop was completed. The process to acquire the services of the LEHSTC took more time than anticipated so this program was delayed. However, two more workshops are anticipated during FFY 2010.)

- Develop culturally appropriate public service announcements, posters, brochures, pamphlets, and related materials to support outreach and educational efforts, including the Impaired Driving, CIOT, and Speed campaigns. <u>COMPLETE</u> (OHS has continued to purchase media messages in Spanish for all of our campaigns and has participated in neighborhood health/safety fairs targeted to varied minority communities.)
- Produce and distribute to partners the "What I should do if I am stopped by an officer of the law" and "What to do during an encounter with a police officer" bilingual pamphlets. Pamphlets will be individualized with contact information by the distributing partner. ONGOING (The "official language" document was completed; however, there were concerns that it might not be understood or resonate with a younger audience. Therefore, it was reviewed by students in the RICJ program and the final version was adopted by the Civil Rights Roundtable and the law enforcement community. However, the Civil Rights Roundtable is still seeking an organization that can take the lead to be the contact and outreach for complaints that are not sent directly to a police department or if the person feels that they did not get a response from a police department. We have a quote for printing from PriMedia and are ready for printing and distribution as soon as this issue is resolved.)

## ■ 3.9 Planning and Administration

#### Goal

Administer a fiscally responsible, effective highway safety program that includes stake-holders and addresses the State's specific safety characteristics. <u>ONGOING</u> (RIDOT OHS continues to work with existing partners; seek new partnerships and maintain fiscally sound, effective programs to improve highway safety.)

## **Program Accomplishments**

• Testified on legislation that was adopted to prohibit texting while driving and on the primary seat belt bill that unfortunately was unsuccessful. However, OHS will continue to work to gain passage during the next legislative session.

## **Program Performance Measures**

- Integrate recommendations from the NHTSA Special Management Review and the 2008 Management Review within specified timeframes. <u>COMPLETED</u> <u>REQUIREMENTS TO DATE</u>
- Deliver the FFY 2008 Annual Program Evaluation by December 31, 2008. <u>COMPLETE</u>
- Deliver the FFY 2010 Highway Safety Plan by September 1, 2009. COMPLETE



## 4.0 Special Events and Activities

## URI Guaranteed Admission Program (GAP) Safety Presentations (October 22, 2008 and July 9, 2009)

OHS staff members were asked to speak to students of the GAP program regarding basic safety points. Approximately 50 students participated in the discussions regarding occupant protection, driving under the influence, pedestrian safety, and motorcycle safety. Several presentations included the use of the rollover simulator to show the results of being involved in a crash where being unbelted or driving impaired resulted in a fatality.



#### Newport Naval College

November 11, 2008, OHS was asked to speak to more than 300 Naval Officers at the Newport Naval College about different safety topics including alcohol awareness, seat belt safety, motorcycle safety, and pedestrian safety.



#### Coaster Distribution

January-February 2009, coinciding with the National Football League playoff games and the Super Bowl, OHS in partnership with Sports Radio 103.7 WEEI-FM distributed to bars and restaurants 50,000 drink coasters with a football-themed message reminding drinkers to plan ahead and designate a sober driver and warning "You Drink & Drive. You Lose."





#### Motorcycle Public Service Announcement (PSA)

April 2009, OHS supported increased distribution of a 30 second Motorcycle advertisement through paid media focusing on re-educating the motoring public on "WHO" the biker is. The central theme is that a biker is everyone. The point to the general motoring public was "Be Aware, Drive and Ride with Care." Increased awareness of motorcycles on the roadways was accomplished through the use of paid media and messages on variable message signs on all major highways.

## National CIOT Mobilization Kickoff

On May 20, 2009 the OHS kicked off the National CIOT Mobilization Campaign with a press conference at State Towing, in Providence, showing the results of a crash. The event generated interest from one television station, as well as print and radio. The event was attended by representatives from 17 police departments and Director Lewis acted as Master of Ceremonies for the event.



#### Motorcycle Rider Coach Training with MSF Sport Bike Curricula

July 13, 2009, OHS sponsored an MSF "Train the Trainer" Sport Bike Training class for six Rider Coaches from Maryland, Connecticut, Massachusetts, Rhode Island and New Hampshire. Rider Coaches spent two days becoming certified in the MSF Sport Bike Curricula. Upon obtaining certification, the newly trained Rider Coaches taught the inaugural "Sports Bike" Training class to 32 participants. The State of Rhode Island benefited

significantly from this training. More and more of our motorcycle fatalities occur on sports bikes. Outreach efforts to the different types of riders has been improved by being able to now offer a "sports bike" training class at CCRI specifically for the high-performance motorcycle rider. The course generated press coverage from the Providence Journal with a front page story in the Rhode Island section.



#### New Motorcycle PSA

May 2009, OHS produced a new 60 second Motorcycle advertisement, directed at the seasoned rider, encouraging the use of all proper safety gear. The message focused on the

seasoned rider and making good choices. It was distributed through paid media during the last weeks of August. Rhode Island's highest motorcycle fatality rates historically occur in August.



#### School Safety Days

OHS participated in several Career and Safety Days throughout the State at various elementary/middle schools and colleges. The importance of buckling up every trip, every time, was emphasized as well as pedestrian safety, bike safety and skateboard safety. Highway Safety provided bookmarks, key chains, and pens with CIOT messages.



- Brown University (10/08, 10/09)
- Touch a Truck (10/08)
- Youth in Action (2/09)
- Gladstone Elementary School Career and Safety Day (Cranston) (5/09)
- Fairmont Neighborhood Health Fair (Woonsocket) (5/09)
- Scituate High School (5/09)
- Arlington Elementary School Safety Day (Cranston) (5/09)
- Roger Williams Zoo (04/09 and 06/09)
- Thayer Arena (05/09)
- Drivers' Edge (06/09)
- Eden Park Elementary School Bike Safety Day (6/09)
- Stadium Elementary School Bike Safety Day (Cranston) (6/09)
- Rhode Island College Rollover Simulator Demonstration (9/09)
- Oakland Beach Safety Day (08/09)
- Warwick Night Out (08/09)
- Rhode Island College Rollover Simulator Demonstration (9/09)
- Edgewood Highlands (Cranston) (09/09)
- AAA Safety Seats Press Conference (09/09)

#### **Construction Career Days**

May 13-14, 2009, OHS participated in the 2009 RIDOT Construction Career Days. Over 1,000 high school students and community youth from throughout Rhode Island attended this exciting event. The RISP demonstrated standardized field sobriety tests (SFSTs) using the fatal vision goggles. Participants were verbally surveyed regarding new GDL laws. Bookmarks were developed and distributed with recent laws regarding the GDL system, cell phone usage while driving, primary seat belt law for youth, and under age drinking information.

## Mothers Against Drunk Driving (MADD)-RI Team Spirit Program

This summer, on July 23-26, 2009, training was once again sponsored by OHS for nearly 200 high school students at Bryant University. Activities included highway safety presentations, role-playing, team building, and hands-on exercises that assist the students in planning and promoting "nonalcoholic" activities and messages at their individual schools.



#### Child Passenger Safety Events

OHS certified technicians participated in the installation of child safety seats as part of the Injury Prevention Center's CPS initiatives at several check stations throughout the year.

- Kohl's (11/08, 6/09, 08/09, 09/09)
- Brown CPS Event (03/09)
- Cardi's Furniture (West Warwick 4/09)
- Clements Market (Portsmouth 5/09)
- Safe Kids First Beach (Newport 08/09)



#### WBRU Summer Concert Series

From July through September, OHS sponsored YD&DYL, motorcycle, and young drivers messaging to WBRU concert attendees with the radio ads promoting the concerts. They were also replayed during the concert.

#### **HOT 106 Partnerships**

September 25-October 23, 2009, OHS partnered with radio station HOT 106 during "Friday Night Football." This partnership promoted Zero Tolerance, Occupant Protection, and Speed Prevention among young drivers. Live broadcasts were conducted during high school football games from the field. The messaging was presented both during the game and in promotions for the games.

#### **Operation Blue RIPTIDE**

In concert with state and local law enforcement, OHS continued to fund year-round drunk driving and speed enforcement patrols. These overtime patrols were supplemented with paid and earned media to emphasize that speeding and drunk driving are taken seriously in Rhode Island and violators will be required to face the consequences.

#### Minority Outreach

OHS participated in various multicultural events around the City of Providence. Outreach activities included interacting with attendees regarding seat belt use, GDL requirements and impaired driving. Handouts included: bookmarks, key chains, pens, and coloring books/crayons with highway safety messages in both English and Spanish.

#### Driver's Edge

This is a comprehensive hands-on youth driver education program intended to educate both young drivers and their parents on the responsibilities and potential dangers of operating an automobile. This free program is taught by experienced drivers enabling young drivers to develop the necessary skills to respond to hazardous driving situations. OHS sponsored an underage drinking component conducted by the RISP.

## 5.0 Paid Media

## ■ 5.1 Paid Media to Support High-Visibility Traffic Enforcement

To support enforcement efforts on alcohol impaired driving and occupant protection in the diverse communities of Rhode Island, OHS placed culturally relevant and linguistically appropriate advertising in a variety of multicultural/multiethnic media outlets. Included as part of these campaigns is Spanish language messaging to newly-arrived Latin American immigrants.

## October 2008-September 2009 YD&DYL and CIOT Sustained Enforcement

During FFY 2009, OHS developed a sports marketing program that included radio advertisements during broadcasts of Boston Red Sox and New York Yankees baseball, New England Patriots football, Providence College and University of Rhode Island basketball, and Providence Bruins hockey. The return of the Red Sox to the American League Championship Series presented an opportunity to extend the reach of the OHS campaign during FFY 2009. For the fourth season in a row, OHS utilized the services of Boston Red Sox Senior Advisor, and Rhode Island native, Jeremy Kapstein as a celebrity spokesperson for the campaigns.

Details of YD&DYL and CIOT Sustained Enforcement paid media (including sports marketing), October 2008-September 2009:

	Spots	Cost
Radio	485	
P.A. Announcements	112	
On-Line Ads	3	
Concourse Signs/Ice Rink Dasher Boards/Courtside Banners and Signs	13	
Print	114	
Video Board Ads	149	
Total	876	\$61,000.00

# October 2008 Red Sox/Major League Baseball (MLB) Playoffs Package (Alcohol Awareness)

The primary target audience for this campaign was men between 21 and 34 years old.

Details of media buy for Red Sox/MLB Playoffs Package, October 2008:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Cable	UNK GRP (M 215-34)	64		\$11,777.25
Total		64		\$11,777.25

## October-December 2008 Patriots Package (Alcohol Awareness)

The primary target audience for this campaign was men between 21 and 34 years old.

Details of media buy for Patriots Package, October-December 2008:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	UNK GRP (M 215-34)	345		\$17,250.00
Total		345		\$17,250.00

#### **November 2008 CIOT**

The primary target audience for this campaign was men between 18 and 34 years old.

Details of media buy for CIOT, November 2008:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Print		5		\$1,301.00
On-Line	2,688 Impressions			\$138.13
Cable	506.1 GRP (M 18-34)	647	76	\$12,738.10
TV	588.2 GRP (M 18-34)	199	160	\$61,251
Radio	229.6 GRP (M 18-34)	119	63	\$11,708.00
Total		970	299	\$87,136.23

## **December 2008 Alcohol Awareness**

The primary target audience for this campaign was men between 21 and 34 years old.

Details of media buy for Alcohol Awareness, December 2008:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	530.6 + GRP s (M 21-34)	368		\$18,674.50
TV	1,301 + GRP (M 21-34)	826		\$77,777.50
Cable	702.6 + GRP (M 21-34)	952		\$17,564.40
Print		2		\$3,400.00
On-Line	2,688 Impressions			\$138.13
Total		2,148		\$117,554.53

## April-May 2009 Safety/Motorcycle Awareness

The primary target audience for this campaign was adults between 18 and 54 years old.

Details of media buy for Safety/Motorcycle Awareness, April-May 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
TV	104.8 + GRP (Adults 18-54) 858,000 Impressions	54	0	\$6,270.00
Cable	712.3 + GRP (Adults 18-54) 2,700,000 Impressions	1,443	0	\$18,347.00
Radio 4/27/09- 5/10/09	513.6 + GRP (Adults 18-54) 4,302,000 Impressions	670	274	\$20,382.00
Total		2,167	274	\$44,999.00

## May-June 2009 CIOT

The primary target audience for this campaign was men between 18 and 34 years old. Details of media buy for CIOT, May-June 2009:

		Exposure	Spots	<b>Bonus Spots</b>	Cost
Direct Media	6/1/09- 6/30/09		0	0	\$6,250.00
On-Line	5/7/09- 5/28/09	159,000 Impressions 105,589 Impressions	0	0	\$11,758.00
On-Line	5/7/09- 5/31/09	159,000 Impressions 105,589 Impressions	0	0	\$6,108.00
Cable	5/11/09- 5/31/09	808.5 + GRP (M 18-34) 1,420,000 Impressions	2,105	0	\$31,588.50
TV	5/11/09- 5/31/09	859.6 + GRP (M 18-34) 1,498,000 Impressions	559	159	\$109,430.00
Radio	5/11/09- 5/31/09	1693.3 + GRP (M 18-34) 3,126,000 Impressions	1,283	132	\$49,942.75
Total			3,947	291	\$215,077.25

## May-September 2009 CIOT/Summer WBRU Concert Series

The primary target audience for this campaign was men between 18 and 34 years old. Details of media buy for CIOT/Summer WBRU Concert Series, May-September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	1029.2 + GRP (Adults 18-34) 3,799,000 Impressions	0	0	\$11,647.50
Direct Medi	a	0	0	\$44,352.75
Total		0	0	\$56,000.25

## May-September 2009 Boston Red Sox/Alcohol and Seat Belt Awareness

The primary target audience for this campaign was men between 18 and 34 years old. Details of media buy for Boston Red Sox/Alcohol Awareness, May-September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	UNK GRP (M18-34)	148	722	\$36,570.00
Total		148	722	\$36,570.00

## May-September 2009 Yankees/Alcohol Awareness

The primary target audience for this campaign was men between 18 and 34 years old. Details of media buy for Yankees/Alcohol Awareness, May-September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	97.1 + GRP (M18-34) 151,000 Impressions	606	162	\$7,950.00
Total		606	162	\$7,950.00

## **August 2009 Motorcycle Awareness**

The primary target audience for this campaign was adults between 18 and 54 years old. Details of media buy for Motorcycle Awareness, August 2009:

		Exposure	Spots	Bonus Spots	Cost
Radio	8/10/09- 8/23/09	49 + GRP (Adults 18-64) 499,000 Impressions	38	0	\$5,000.00
Cable	8/10/09- 8/23/09	22.5 + GRP (Adults 18-54) 1,660,000 Impressions	482	0	\$24,998.00
Total			520	0	\$29,998.00

## August-September 2009 Alcohol Awareness

The primary target audience for this campaign was men between 21 and 34 years old. Details of media buy for Alcohol Awareness, August-September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	1252.0 + GRP (M 21-34) 1,873,000 Impressions	1,476	395	\$49,800.00
Cable	363.7 + GRP (M 25-54) 899,000 Impressions	719	0	\$28,997.50
TV	682.2 + GRP (M 21-34) 960,000 Impressions	413	39	\$89,100.00
On-Line	250,000 Impressions, over total campaign	4	0	\$10,301.22
Public Transit Ads		3	0	\$12,200.00
Total		2,615	434	\$190,398.72

#### August-September 2009 Patriots Package (Alcohol Awareness)

The primary target audience for this campaign was men between 21 and 34 years old. Details of media buy for Patriots Package, August-September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	136.2+ GRP (M 25-54)	136	47	\$6,575.00
Total		136	47	\$6,575.00

## September 2009 ESPN Monday Night Football Package

The primary target audience for this campaign was men between 21 and 34 years old. Details of media buy for Patriots Package, August-September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Cable	179.4+ GRP (M 18-34)	527		\$2,127.60
Total	179.4+ GRP (M 18-34)	527		\$2,127.60

## September 2009 Alcohol Awareness/Friday Night Lights

The primary target audience for this campaign was youth between 12 and 17 years old. Details of media buy for Alcohol Awareness/Friday Night Lights, September 2009:

	Exposure	Spots	<b>Bonus Spots</b>	Cost
Radio	110.1+GRP (Teens 12-17) 92.1+ GRP (Adults 18-24)	154		\$1,998.00
Total		154		\$1,998.00

## ■ 5.2 Paid Media Assessments

To determine the impact of the CIOT and YD&DYL paid and earned media efforts, the OHS conducted two 400-person telephone surveys (pre/post enforcement) for each campaign (May-June 2009 and August-September 2009, respectively).

Key findings from the surveys included:

- The share of respondents who recalled the slogan "Click It or Ticket" increased *f*rom 84.3 percent in June 2007 to 91.7 percent in June 2009.
- The recall of "You Drink & Drive. You Lose" relative to awareness of other slogans increased from 50.4 percent in September 2008 to 58.9 percent in September 2009.

# 6.0 Financial Summary

To be submitted by electronic mail directly from OHS.

#### OFFICE ON HIGHWAY SAFETY 2009 HSP APPROVED COST SUMMARY NHTSA FUNDS

FUNDING SOURCES	TOTAL	XPENDITURES E	BALANCE
PA (402)			
PLANNING & ADMINISTRATION	101,070.44	41,156.67	59,913.77
TOTAL PLANNING & ADMINISTRATION	101,070.44	41,156.67	59,913.77
AL (400)			
AL (402)	74,000,00	04.040.50	40.000.44
SALARIES	74,000.00	61,913.59	12,086.41
AUDIT FEES	400.00	41.04	358.96
MUNICIPAL POLICE ACADEMY-DRE-LEHSTC	2,500.00	123.23 4,656.23	2,376.77
MUNICIPAL POLICE ACADEMY-DRE SUPPLIES	15,000.00 5,000.00	0.00	10,343.77 5,000.00
VARIABLE MESSAGE SIGNS-EQUIP. INCENTIVE	526,293.92	166,802.00	
RAPID RESPONSE TEAM	25,000.00	0.00	359,491.92 25,000.00
"INJURY FATALITY REDUCTION" MOURNING SITES	20,000.00	0.00	20,000.00
DEPT. OF HEALTH EQUIPMENT GRANT	1,401.40	1,401.40	0.00
DEPT. OF HEALTH TOXICOLOGY GRANT	13,700.00	0.00	13,700.00
ALCOHOL PROJECTS	40,300.00	0.00	40,300.00
TOTAL ALCOHOL	723,595.32	234,937.49	488,657.83
	1 = 0,000.00		100,001100
MC (402)			
SALARY	119,970.50	96,780.55	23,189.95
TRAINING	50,000.00	2,211.85	47,788.15
AUDIT FEES	449.50	63.56	385.94
SUPPLIES	680.00	680.00	0.00
TOTAL MOTORCYCLE	171,100.00	99,735.96	71,364.04
OP (402)			
MADD "YOUTH IN ACTION"	12,500.00	6,912.68	5,587.32
SALARIES	81,417.69	81,417.69	0.00
AUDIT FEES	1,426.05	157.70	1,268.35
STATE POLICE CPS	4,000.00	0.00	4,000.00
STATEWIDE CPS/CIOT-LOCALS & STATE POLICE	253,000.00	162,501.00	90,499.00
RESOURCE CENTER-PRINT/PROMO	20,000.00	2,091.50	17,908.50
SAFETY EVENTS	20,000.00	0.00	20,000.00
YOUNG DRIVERS	15,000.00	0.00	15,000.00
OBSERVATIONAL SURVEY	36,683.50	24,926.14	11,757.36
"INJURY FATALITY REDUCTION" MOURNING SITES	20,000.00	0.00	20,000.00
RI ROOM TO LIVE- DONE WITH CREATIVE MEDIA CONSULTANT	75,000.00	0.00	75,000.00
TRAINING	195.00	195.00	0.00
OCCUPANT PROTECTION PROJECTS	333,000.14	0.00	333,000.14
TOTAL OCCUPANT PROTECTION	872,222.38	278,201.71	594,020.67
PO (400)			
PS (402)	5 000 00	0.00	E 000 00
PEDESTRIAN/BICYCLE SAFETY INITIATIVES SALARIES	5,000.00 4,000.00	0.00	5,000.00 671.44
CRANSTON COZ	4,000.00	3,328.56 3,309.37	1,390.63
SAFETY EVENTS	5,000.00	0.00	5,000.00
RESOURCE CENTER	5,000.00	0.00	5,000.00
AUDIT FEES	600.00	6.85	5,000.00
PEDESTRIAN SAFETY PROJECTS	38,021.97	0.00	38,021.97
TOTAL PEDESTRIAN SAFETY	62,321.97	6,644.78	55,677.19
	02,02.110.1	3,01	
PT (402)			
SALARIES	16,000.00	9,412.12	6,587.88
RI MUNICIPAL POLICE ACADEMY-LEHSTC	20,000.00	12,242.55	7,757.45
STATE POLICE-AIRBAG	3,317.00	3,317.00	0.00
STATE POLICE-SPEED & AGGRESSIVE DRIVING/CARE/TRAVEL	75,450.00	56,675.84	18,774.16
OPERATION BLUE RIPTIDE-LOCALSSPEED	140,713.15	109,960.13	30,753.02
VARIABLE MESSAGE SIGNS-EQUIP. INCENTIVE	190,199.03	166,802.00	23,397.03
AUDIT FEES	300.00	124.16	175.84
TOTAL POLICE TRAFFIC SERVICES	445,979.18	358,533.80	87,445.38

FUNDING SOURCES	TOTAL	EXPENDITURES	BALANCE
TR (402)			
SALARIES	127,111.31	127,111.31	0.00
EMS SOFTWAREELECTRONIC TICKETING	100,000.00	0.00	100,000.00
AUDIT FEES	533.00	70.37	462.63
TRAFFIC RECORDS PROJECTS	17,724.25	0.00	17,724.25
TOTAL TRAFFIC RECORDS	245,368.56	127,181.68	118,186.88
SA (402)			
SAFE COMMUNITIES GRANT	58,271.34	29,868.53	28,402.81
AUDIT FEES	45.00	17.20	27.80
TOTAL SAFE COMMUNITIES	58,316.34	29,885.73	28,430.61
TC (402)			
TRAFFIC COURT SEMINAR	15,000.00	3,005.00	11,995.00
TOTAL TRAFFIC COURTS	15,000.00	3,005.00	11,995.00
TOTAL TRAFFIC COURTS	15,000.00	3,005.00	11,995.00
PM (402)			
PAID ADVERTISING	525,877.97	311,703.59	214,174.38
PAID ADVERTISING-CREATIVE	110,000.00	0.00	110,000.00
AUDIT FEES	879.93	219.94	659.99
TOTAL PAID ADVERTISING	636,757.90	311,923.53	324,834.37
NHTSA 402 TOTAL	3,331,732.09	1,491,206.35	1,840,525.74
OD SAFETEA LIL (405)			
OP SAFETEA-LU (405) RI MUNICIPAL POLICE ACADEMY	20,000,00	12,242.57	47 757 40
STATE POLICE-CIOT 4750/SIMULATOR 16014.67	30,000.00 20,764.67	3,200.10	17,757.43 17,564.57
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STATEWIDE CIOTLOCAL	57,000.00	21,963.12	35,036.88
SURVEY (2) OCCUPANT PROTECTION PROJECTS	70,000.00	48,440.00	21,560.00
AUDIT FEES	14,576.75	0.00 56.40	14,576.75 343.60
TOTAL 405 OP SAFETEA-LU	400.00 <b>192,741.42</b>	85,902.19	106,839.23
	·	·	
PM OP SAFETEA-LU (405)			
PAID ADVERTISING	151,967.52	150,179.00	1,788.52
AUDIT FEES	128.53	128.53	0.00
TOTAL 405 PM OP SAFETEA-LU	152,096.05	150,307.53	1,788.52
TOTAL 405 OP SAFETEA-LU	344,837.47	236,209.72	108,627.75
DATA PROGRAM SAFETEA-LU (408)			
RHODE ISLAND TRAFFIC TRIBUNAL-IMAGING OF TRAFFIC RECORDS	216,320.00	0.00	216,320.00
RHODE ISLAND TRAFFIC TRIBUNAL-IMC SOFTWARE CHANGES	24,622.00	24,213.60	408.40
RHODE ISLAND TRAFFIC TRIBUNAL-CONTRACT SERVICES	71,963.75	53,203.00	18,760.75
CONSULTANTTRAFFIC RECORDS MGMT & SUPPORT-RFP	70,000.00	0.00	70,000.00
RI DEPT. OF HEALTH-PUBLIC HEALTH SURVEILLANCE-MV CRASHES	120,845.72	61,172.29	59,673.43
AUDIT FEES	1,000.00	94.48	905.52
DATA COLLECTION RFP	60,000.00	0.00	60,000.00
CONSULTANT-SERVICES IN PREPARATION FOR ASSESSMENT	29,734.36	29,734.36	0.00
TRAFFIC RECORDS INITIATIVES	911,483.92	0.00	911,483.92
TOTAL 408 DATA PROGRAM SAFETEA-LU	1,505,969.75	168,417.73	1,337,552.02
ALCOHOL SAFETEA-LU (410)			
SALARY	81,047.12	81,047.12	0.00
STATEWIDE DWI ENFORCEMENT-LOCALS	200,000.00	108,703.77	91,296.23
AUDIT FEES	1,000.00	180.24	819.76
ALCOHOL AWARENESS PROGRAM-COLLEGE LEVEL	70,000.00	0.00	70,000.00
ALCOHOL PROJECTS	722,614.84	0.00	722,614.84
TOTAL 410 ALCOHOL SAFETEA-LU	1,074,661.96	189,931.13	884,730.83
ALCOHOL DM CAFETEA LU (440 DM)			
ALCOHOL PM SAFETEA-LU (410 PM)	0.40.000.00	404 400 00	407.540.04
PAID ADVERTISING AUDIT FEES	349,000.00	161,489.36	187,510.64
INTRICEES.	1,000.00	108.94	891.06
		464 500 00	400 404 70
TOTAL 410 ALCOHOL PAID MEDIA SAFETEA-LU TOTAL 410 ALCOHOL SAFETEA-LU	350,000.00 1,424,661.96	161,598.30 351,529.43	188,401.70 1,073,132.53

FUNDING SOURCES	TOTAL	EXPENDITURES	BALANCE
MOTORCYCLE SAFETY (2010)			
MEDIA	100,000.00	81,139.76	18,860.24
AUDIT FEES	200.00	40.24	159.76
TRAINING	100,000.00	24,510.52	75,489.48
EVENT	10,000.00	0.00	10,000.00
MOTORCYCLE SAFETY PROJECTS	126,645.45	0.00	126,645.45
TOTAL 2010 MOTORCYCLE SAFETY	336,845.45	105,690.52	231,154.93
CHILD SEATS (2011)			
CHILD SEAT INCENTIVE PROJECTS	92,185.00	0.00	92,185.00
TOTAL 2011 CHILD SEAT INCENTIVE	92,185.00	0.00	92,185.00
RACIAL PROFILING (1906)			
LOCAL LAW ENFORCEMENTEQUIPMENT	250,000.00	49,801.39	200,198.61
DATA COLLECTION & ANALYSIS2 YEARS	140,000.00	0.00	140,000.00
CONSULTANTTRAFFIC RECORDS MGMT & SUPPORT-RFP	120,000.00	0.00	120,000.00
PROFESSIONAL TRAFFIC STOPS	100,000.00	9,158.44	90,841.56
SALARY-COORDINATOR	40,000.00	6,911.73	33,088.27
RFP'S 2ND YR, EQUIPMENT, TRAINING, COMMUNITY OUTREACH	383,856.87	0.00	383,856.87
AUDIT FEES	1,000.00	31.05	968.95
TOTAL 1906 RACIAL PROFILING	1,034,856.87	65,902.61	968,954.26
		·	·
164 TRANSFER FUNDS (164PA)	5,000,44	774 40	4 000 00
AUDIT FEES	5,092.11	771.43	4,320.68
TOTAL 164 PLANNING & ADMINISTRATION	5,092.11	771.43	4,320.68
164 TRANSFER FUNDS (164 AL)			
MADD TEAM SPIRIT	40,000.00	40,000.00	0.00
MADD YOUTH IN ACTION/AAI TRAINING CONFERENCE	12,910.95	12,910.95	0.00
MUNICIPAL POLICE ACADEMY-SFST	30,000.00	7,950.60	22,049.40
RI MUNICIPAL POLICE ACADEMY-LEHSTC	30,000.00	10,484.99	19,515.01
STATE POLICE-DWI	38,500.00	30,184.28	8,315.72
RESOURCE CENTER/PRINT-PROMO	10,000.00	9,647.50	352.50
TSR PROSECUTOR	100,000.00	73,024.31	26,975.69
ZERO FATALITIES PROJECT	15,000.00	1,925.85	13,074.15
SURVEYMEDIA	30,000.00	24,927.00	5,073.00
STATEWIDE DWI LOCALS & INTOXILYZERS	434,000.00	129,124.56	304,875.44
COURT MONITORING	60,000.00	0.00	60,000.00
"INJURY FATALITY REDUCTION" MOURNING SITES	80,000.00	0.00	80,000.00
ALCOHOL AWARENESS PROGRAM-COLLEGE LEVEL	30,000.00	0.00	30,000.00
RAPID RESPONSE TEAM	20,000.00	0.00	20,000.00
BANNERS	10,000.00	4,985.50	5,014.50
DEM IMPAIRED DRIVING	25,000.00	0.00	25,000.00
INTOXILYZERS3 PLUS LAPTOP-DOH	20,087.04	20,087.04	,
COMMUNITY OUTREACH PROGRAM IP SQUAREDURI	300,000.00	18,414.37	
DWI EDUCATIONAL ENHANCEMENT-CCRI	48,290.00	12,579.01	35,710.99
ALCOHOL PROJECTS	268,776.34	0.00	268,776.34
TOTAL 164 ALCOHOL	1,602,564.33	396,245.96	1,206,318.37
164 TRANSFER FUNDS PAID MEDIA (164PM) PAID ADVERTISING-ALCOHOL	225,166.70	203,070.33	22,096.37
TOTAL 164 PAID MEDIA	225,166.70 225,166.70	203,070.33	22,096.37 22,096.37
	3,13311	,	,555.55
164 TRANSFER FUNDS (164HE)	2 222 722 22	200 117 55	0.044.040.55
HAZARD ELIMINATION PROGRAMS	2,609,789.62	268,445.96	
TOTAL 164 HAZARD ELIMINATION	2,609,789.62	268,445.96	2,341,343.66
TOTAL 164 FUNDS	4,442,612.76	868,533.68	3,574,079.08
GRAND TOTAL	12,513,701.35	3,287,490.04	9,226,211.31

## Highway Safety Program Cost Summary – 402 Funds

Authorized by 23 U.S.C Chapter 4	•		O.M.B. No. (To Be Revised)	
Office on Highway Safety	By: Staff	State: Rhode Island	Page 1 of 1	1
	FY 2009	Estim	nated Costs	
Program Area	Accounting Code	Obligated Amt	Prog. Match	Federal Share to Local
402 funds				
Planning & Administration	PA-2009-00	101,070.44	211,373.21	- 0 -
Alcohol	AL-2009-00	723,595.32	6,132,616.72	171,581.46
Motorcycle Safety	MC-2009-00	171,100.00	- 0 -	- 0 -
Occupant Protection	OP-2009-00	872,222.38	2,785,970.80	156,399.19
Pedestrian Safety	PS-2009-00	62,321,97	- 0 -	2,339.37
Police Traffic Services	PT-2009-00	445,979.18	7,070,616.72	345,880.50
Traffic Records	TR-2009-00	245,368.56	- 0 -	- 0 -
Safe Communities	SA-2009-00	58,316.34	- 0 -	29,868.53
Traffic Courts	TC-2009-00	15,000.00	- 0 -	3,005.00
Paid Advertising	PM-2009-00	636,757.90	- 0 -	311,703.59
GRAND TOTAL		3,331,732.09	16,200,577.45	1,020,777.64

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